



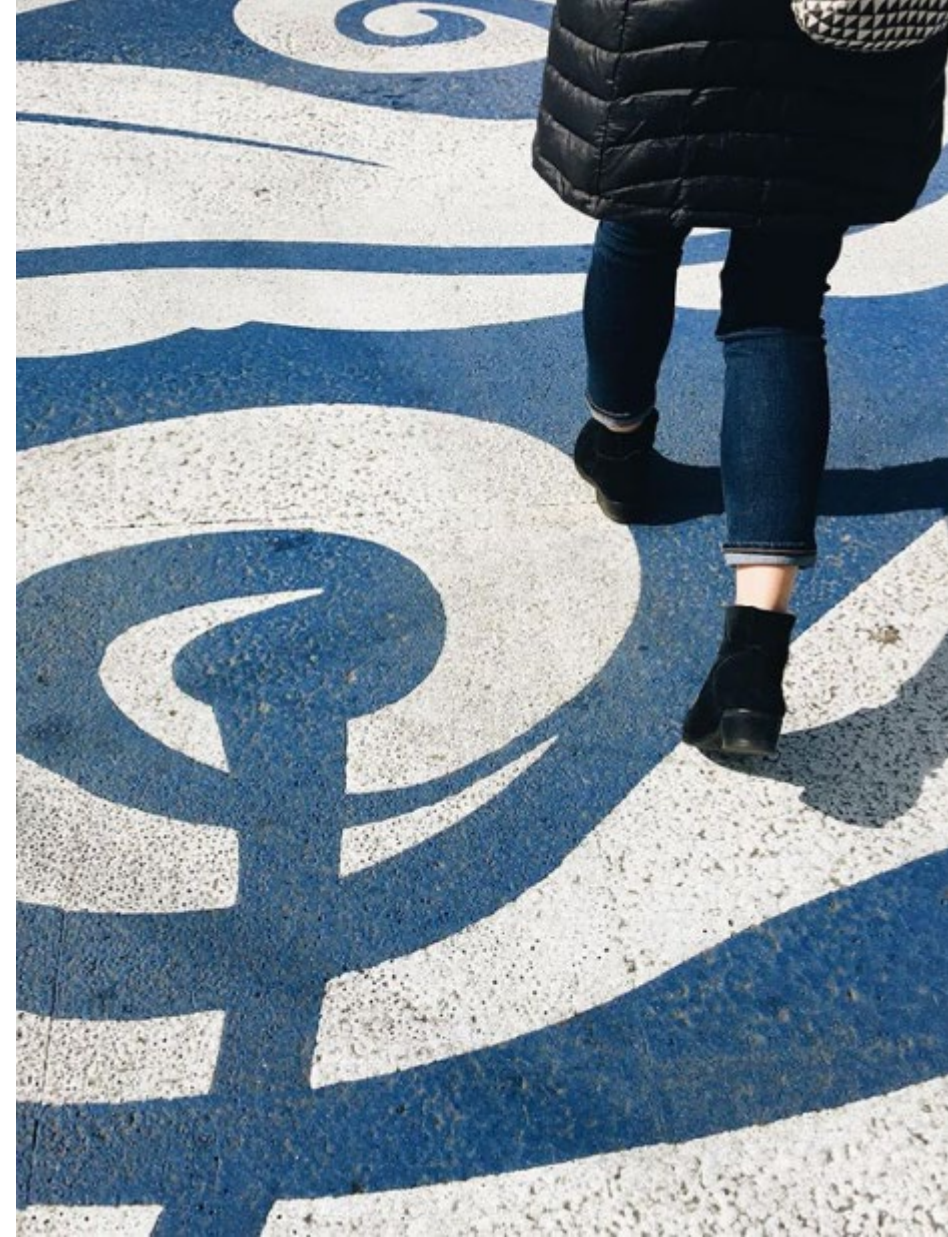
# Transportation Demand Management Strategic Planning

Information Session

# Agenda

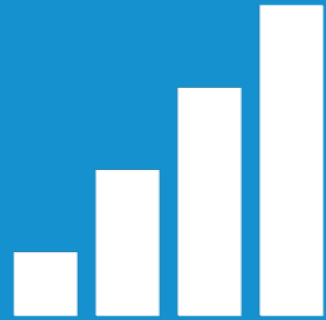
*To introduce **SDOT's Transportation Demand Management (TDM) Programs 5-Year Strategic Plan** effort to stakeholders who may be interested in and/or impacted by the program and provide them opportunities to help shape the plan.*

- Introduction to TDM
- TDM in Seattle
- Project Overview
- Q&A





# What is TDM?



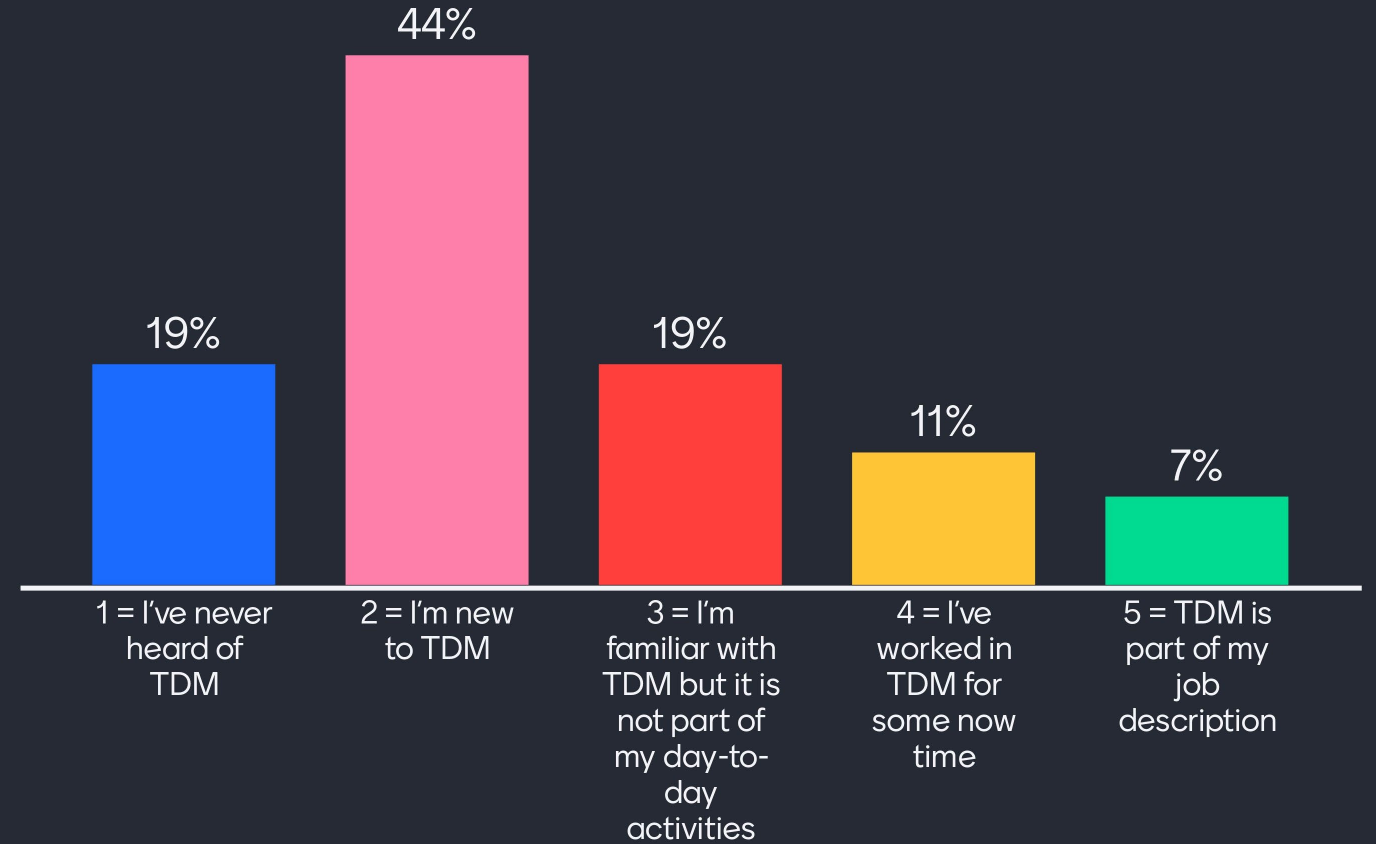
# Poll Time

Go to [menti.com](https://www.menti.com)

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# What is your level of familiarity with Transportation Demand Management, on a scale of 1-5?



# What is TDM?

TDM aims to **manage limited resources** – road space, public right of way – **in an efficient, sustainable, and equitable way**



# What are examples of TDM?



## Site-Based Infrastructure

- End of trip (bicycle) facilities
- Information kiosks
- Real-time displays
- On-site affordable housing
- Wayfinding
- Showers and/or lockers



## Services/ Programming

- Rideshare (carpool/vanpool)
- On-site bikeshare
- Shuttle service
- Car-share
- On-site childcare



## Policy/Plan









- Dynamic parking pricing
- Curbside management
- Restricted vehicle access zones
- Road pricing
- Complete streets policies
- Developer contributions



## Promotion/Incentives

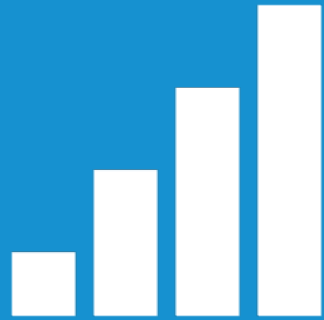
- Commuter travel allowances
- Subsidized transit passes
- Try Transit event
- Parking cash-out
- Awards/recognition programs

# What are the benefits of TDM?

-  Improve air quality
-  Reduce congestion
-  Support healthier and happier travel
-  Attract a wider, more diverse talent pool
-  Activate streets and local Business Districts
-  Potential to better utilize vehicle parking space
-  Enhance access to affordable transportation options
-  Potential to reduce transportation inequities



# TDM in Seattle



# Poll Time

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# In three words or less, how would you describe your ideal vision for transportation in Seattle in 2030?



# SDOT Vision & Mission

*Seattle is a thriving, equitable community powered by dependable transportation.*

*We're on a mission to deliver a transportation system that provides safe and affordable access to places and opportunities.*



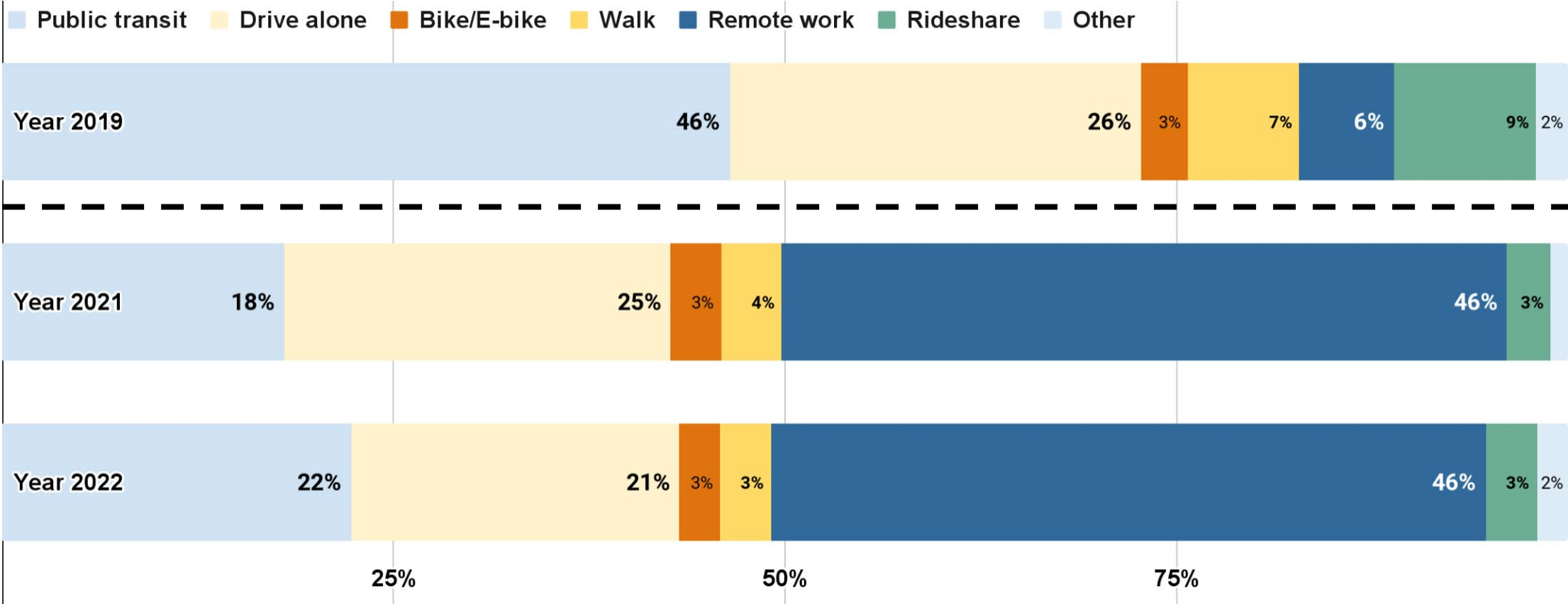
# Core Policies and Programs

- Commute Trip Reduction (CTR)
- Transportation Management Programs (TMPs)
- Major Institutions
- Commuter Benefit Ordinance
- MyTrips: City employees
- Neighborhood TDM programs (Flip Your Trip)



# Seattle Commute Mode Split

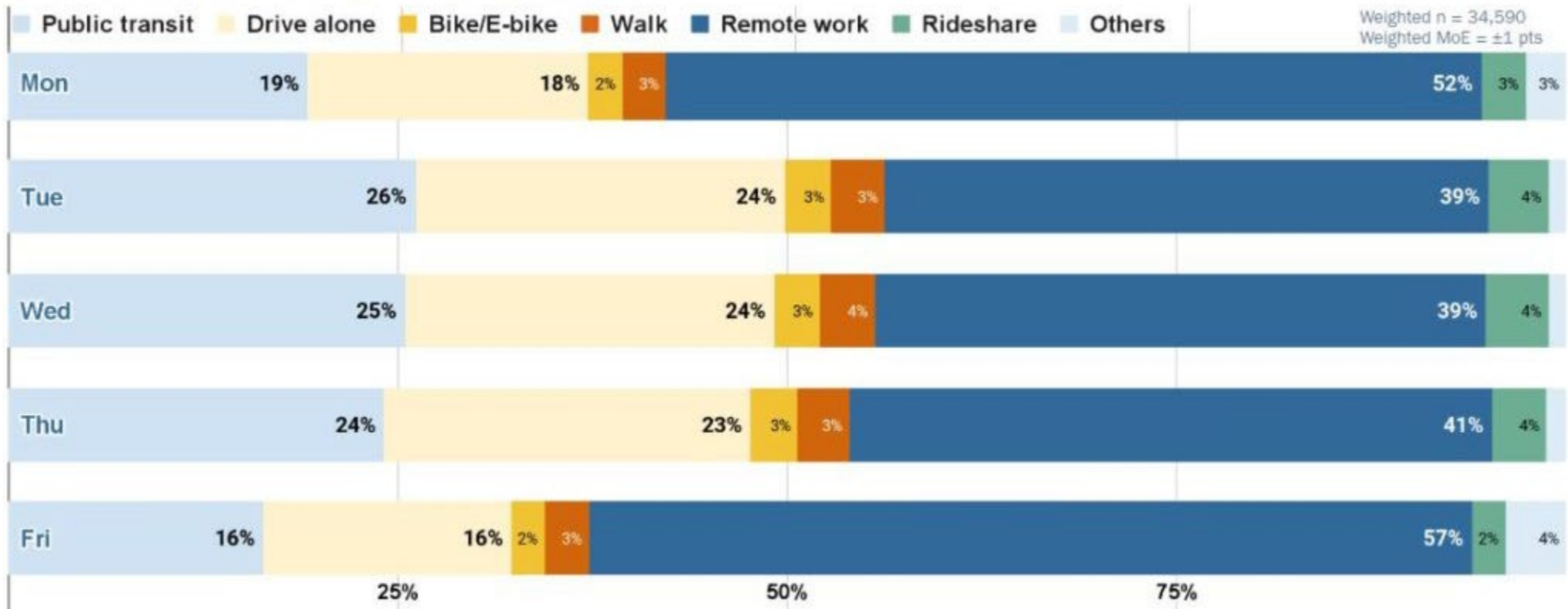
## Year to Year Comparison



Source: 2022 Seattle Commute Survey

# How Seattle Travels Today

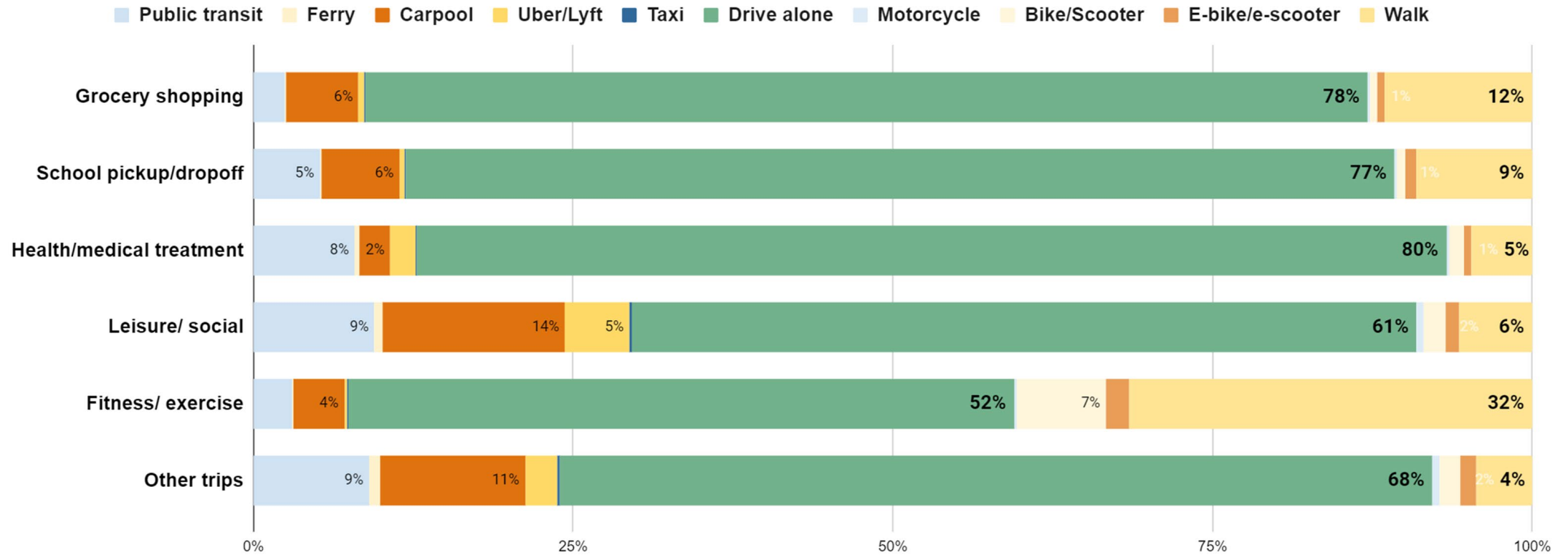
## Weekday Center City Commute Mode Split (2022)



Source: 2022 Seattle Commute Survey

# How Seattleites Travel for Other Purposes

## Non-Commute Mode Split by Trip Purpose (2022)



Source: 2022 Seattle Commute Survey

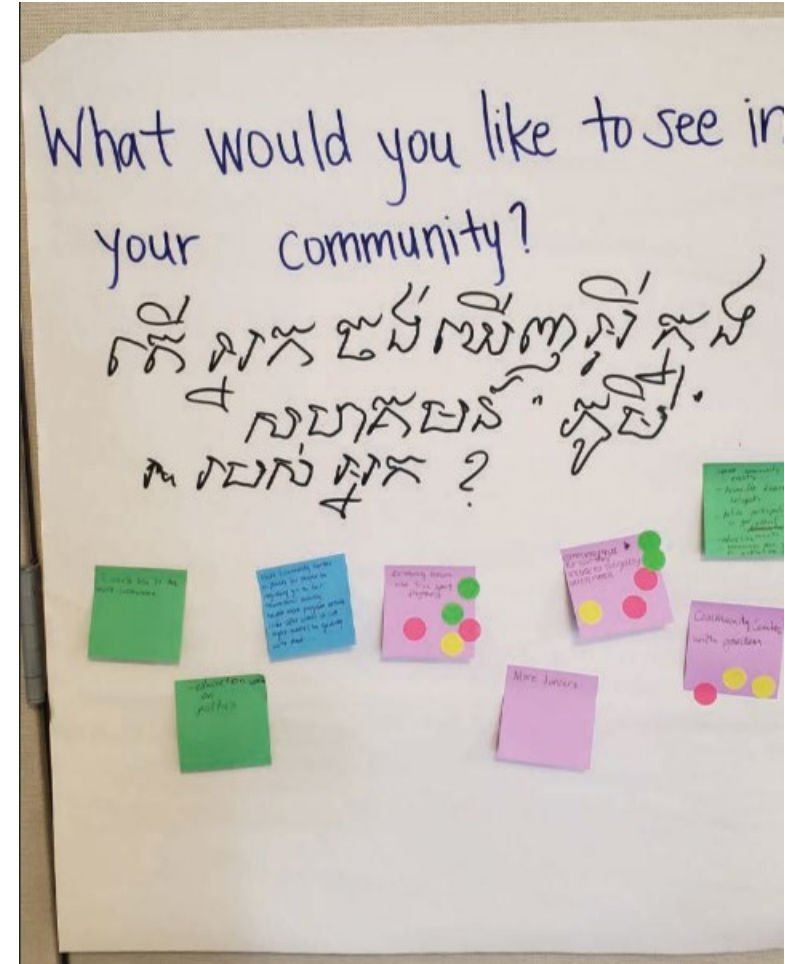


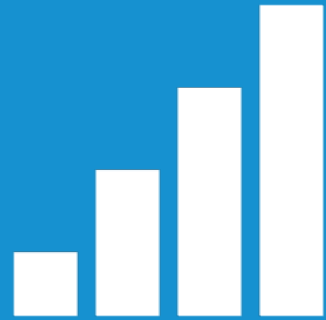
# What SDOT has heard so far



## Seattle Transportation Plan Community Engagement

- There is a desire for a **transportation system designed around people rather than cars**;
- To achieve our climate goals, people want us to focus on **helping people walk, roll, bike, and take transit more**.
- The City should prioritize areas with existing gaps, specifically in **underserved communities**
- People want **quick and transformational change**





# Poll Time

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# Strategic Planning Overview

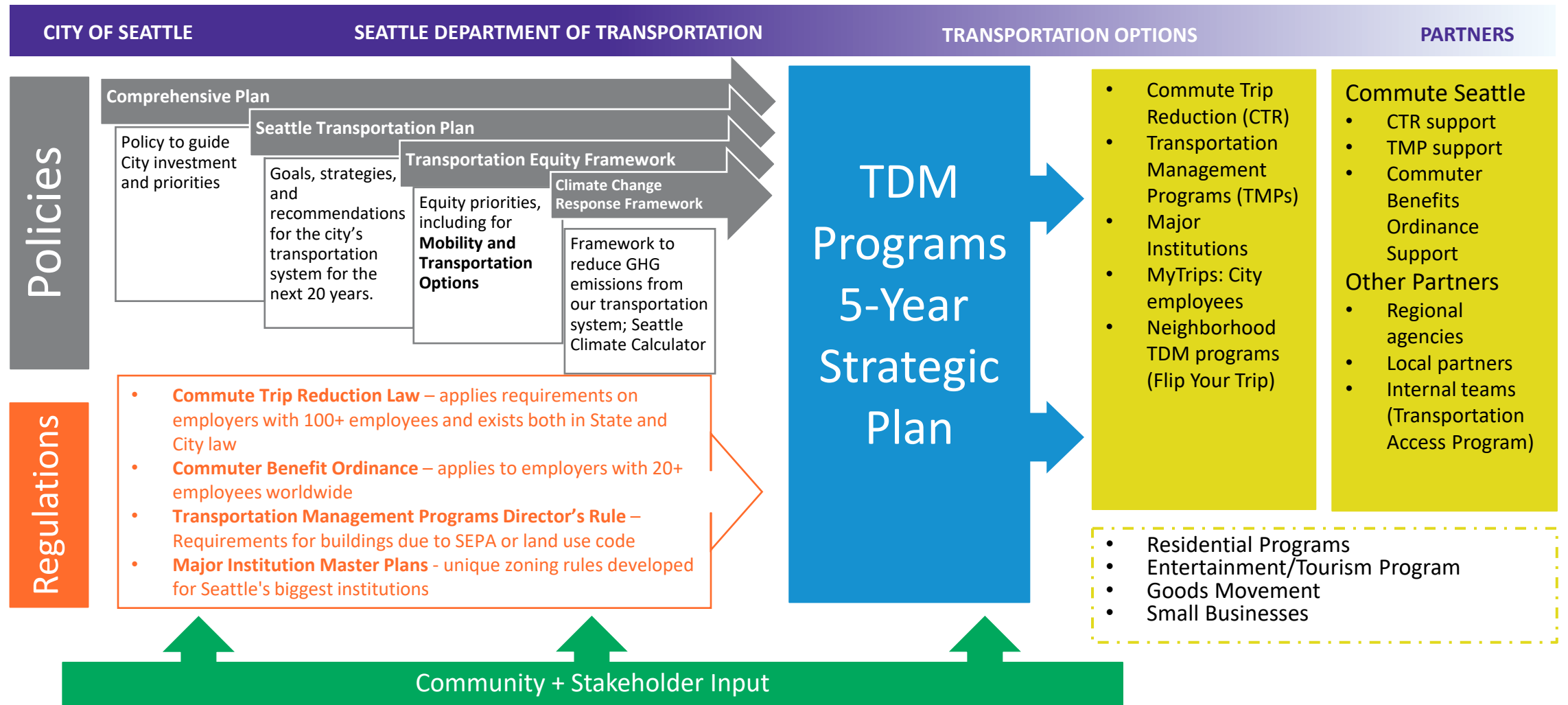
# Why a Strategic Plan?

## Key Reasons

- ✓ Align TDM programs with ongoing City-level efforts and goals related to mobility, climate, equity, and safety (including Seattle Transportation Plan).
- ✓ Expand TDM programming – such as more focus on non-commute trips.
- ✓ Adapt TDM programs to the new hybrid/telecommuting environment.
- ✓ Elevate equity; implement the Transportation Equity Framework.
- ✓ Develop new tools to support monitoring and measurement of TDM program success.
- ✓ Support the implementation of transportation investments (e.g., transit system expansion).

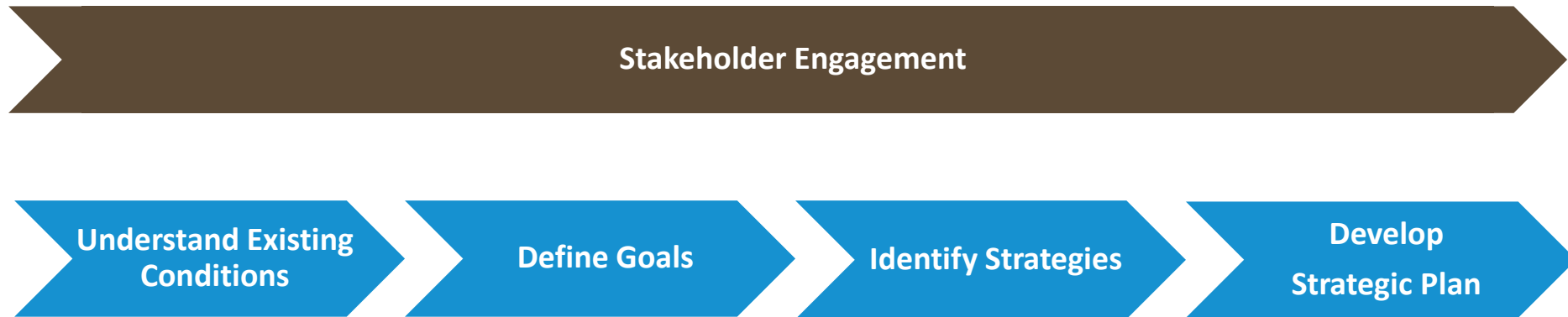
**Final Deliverable:** [SDOT TDM Programs 5- Year Strategic Plan](#)

# TDM Programs 5-Year Strategic Plan



# Timeline & Workplan

Project Timeline: March – December 2023



# Engagement Goals

- Implement an **intentional engagement** process that is sensitive to the project timeline, staff resources, and equity considerations;
- Conduct targeted stakeholder outreach by **preventing redundancy with prior engagement efforts**, and establishing a clear plan for incorporating stakeholder input;
- Strategically engage relevant stakeholders to gather input and **tackle key policy and program questions**.





# Planned Engagement Opportunities



## Information Session

Introduce the project to a broad group of potential stakeholders and discuss opportunities for further involvement.

A recording of the session will be available after the event.

**June 2023**



## Focus Group

Host a forum with a diverse group of stakeholders to collectively discuss and assess some of the draft recommendations for the new TDM Strategic Plan.

SDOT will send invitation to stakeholders.

**August 2023**



## One-to-one interviews & Advisory Group

Host in-depth conversations with key stakeholders to provide direct experience and input.

SDOT will schedule individually.

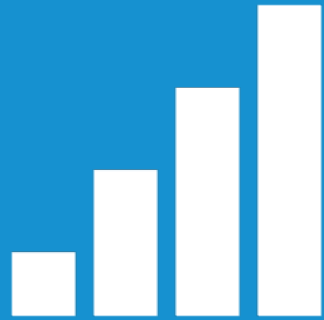
**July 2023**



## Presentation at Forums and Groups

SDOT will present at existing internal and external forums to provide updates and receive feedback to inform the TDM plan.

**Throughout planning process**



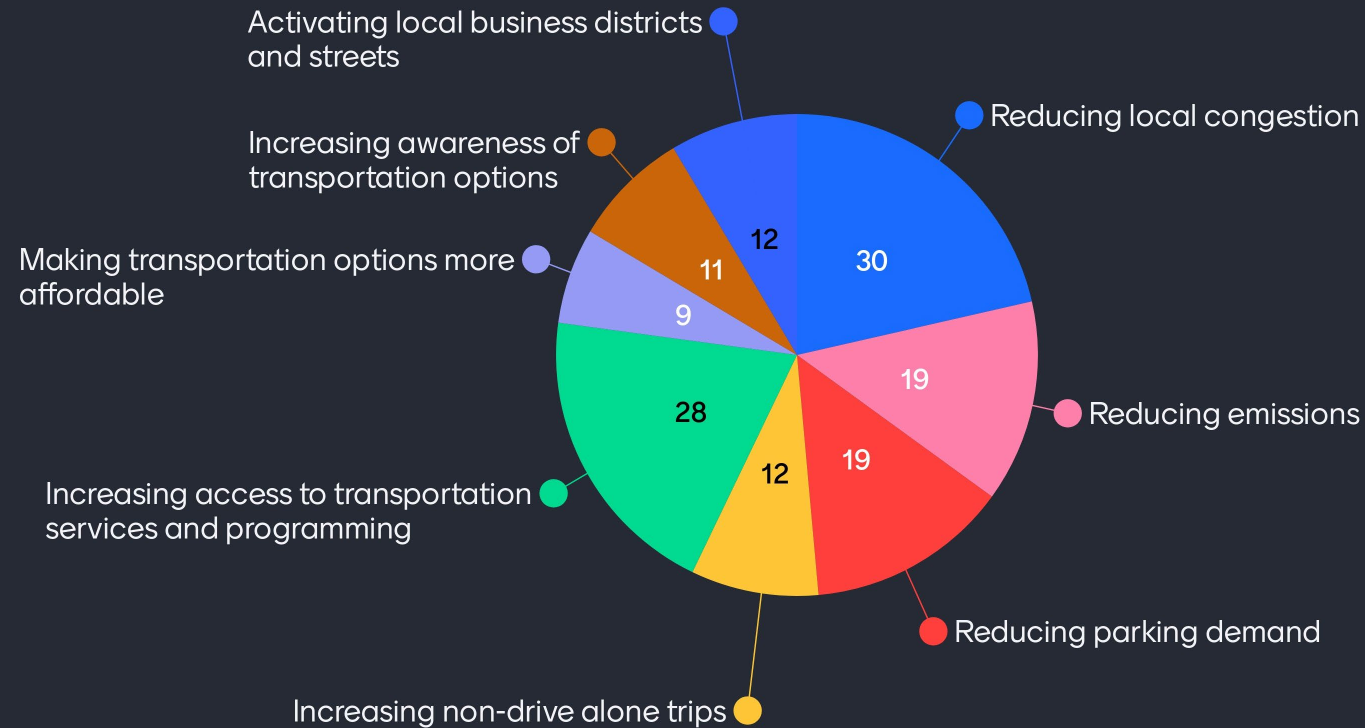
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# Select the top three outcomes you'd like to see come out of the TDM Strategic Plan



# Next Steps

# How You Can Participate

- Provide input via interviews and/or focus group
- Suggest other stakeholders for engagement
- Provide feedback on our recommendations



# Q&A



# Questions?

**Stay in touch:**

**Sarah Spicer, Transportation Options Program Manager**



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206-684-5017



From the entire SDOT and Steer Team:  
**Thank you!**